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A LIST OF RELIABLE

Hardy Garden

MUMS

FOR THE
PRAIRIE
AREAS



SPRING, 1961

Sletwold Greenhouses

Established 1929

VERMILLION, SOUTH DAKOTA

Greetings From Vermillion. . .

We have been growing **Hardy Chrysanthemums (Mums)** for many years in connection with our Greenhouses and Flower Shop. Starting in a small way—only 4 varieties—just one of these proved satisfactory. It was soon realized that while all **mums** are **hardy** in more favored areas, many excellent ones fail us here on the prairies. So, by a process of elimination, we set out to find varieties that would do best for us. Only the **mums** that meet the following specifications have been retained:

1. EARLINESS OF BLOOM.
2. FROST HARDINESS OF THE FLOWERS.
3. WINTER HARDINESS OF THE PLANTS.

Our 1961 list of these beautiful flowers in all their gorgeous colors and forms is the result of many years of testing and selecting. All the varieties are especially adapted to the prairie areas. Where the growing season is shorter than ours it is recommended that the earlier blooming varieties be planted.

The experimenting has been done for you! Take advantage of it! Order some of these breathtaking easy to grow, fall flowers today and enjoy a thrill only **mums** seem to provide. The plants will reach you at proper planting time in the spring. Complete cultural directions are included with every order.

YOU ARE INVITED TO VISIT US NEXT FALL WHEN OUR MUMS ARE BLOOMING.



Sletwold Greenhouses
Vermillion, South Dakota

Can our **Flower Shop** be of service to you? We are bonded members of the **Florists Telegraph Delivery Association**.

GUARANTEE

We ship only true to name quality mum plants and guarantee that, properly planted, and cared for, they will bloom. Droughth, hail, an early freeze up, or conditions beyond our control, will not, naturally, be our responsibility.

We reserve the right to substitute varieties on late orders, but be assured you will receive equal or better value.

PRICES

Our plants are grown to give you results, and we are happy to be able to offer them at only 60¢ each, with the exception of the few new ones as noted. Postage is prepaid on all orders of \$3.00 or more. Please include your check or money order with your order.

CUT FLOWER VARIETIES

Since more and more home flower growers are also very efficient flower arrangers, we have made note in the descriptions where the variety has in addition to its decorative value, cut flower qualities as well. This should be a help in making your selections.

CUSHION VARIETIES

The lower growing sorts of striking decorative value. Solid mounds or "Cushions" of color when in bloom. Easiest of all Hardy Mums to grow.

Culture Of Hardy Mums

SOILS AND LOCATIONS

Hardy Mums are easy to grow. They do not ask much in the way of soil except that it be somewhat loose and enriched. If your soil tends to pack, the addition of peat moss, Vermiculite, leaf mold or sand easily overcomes the condition. Mums thrive in full sunlight but tolerate shade to a degree. For best results give them plenty of sunshine.

PLANTING

Early spring when the ground starts warming up is the ideal time to plant these pot grown mum plants. We often are able to get ours planted in early April. Sometimes the plants are frozen back, but even though the tops are lost, vigorous new growth starts from the roots immediately and the net result is a bigger, bushier plant than before. By planting an inch or so deeper than they were growing in the pot, first thoroughly soaking the ball containing the roots, failure is reduced to an absolute minimum.

FERTILIZING

We fertilize our mum plants twice during the growing season, once when we set them out, taking care to make a circle about six inches away from the plants, and then again in early July. About one-third cup of commercial fertilizer is used for each application. Often, an application just as the buds are forming helps increase the flower size and intensify the color. Best results are obtained when the fertilizer is worked into the soil. Hardy mums are heavy feeders.

WATERING

Mum plants will survive an unbelievably long time when deprived of water. But lack of water tends to harden and stunt them. So, for best results, see that they are kept well watered. We have been using perforated plastic hose for watering, since the fine sprays do not pack the soil. It will pay wonderful dividends in flowers to keep your mum plants well watered.

SPRAYING

Aphids (plant lice), in different colors, sometimes attack mum plants, but an occasional application of DDT or Black Leaf 40 takes care of them. We use DDT because it controls practically all the other insect pests. However, though Hardy Mums are considerably freer of insects and disease than most flower plants, it is good policy to spray them occasionally with an all purpose spray. By adding a fungicide to your plant spray (we use Fermate) most diseases can be controlled easily.

NORMAL BLOOMING DATE

Many conditions help determine the time of blooming for Hardy Mums. Buds set when the daytime and nighttime lengths are about equal. But hot, dry, late summers, with their clear days, tend to delay bud setting. Likewise, cool, moist, cloudy fall days tend to speed up bud setting. We have tried to give you a fair average normal blooming date for our varieties.

PINCHING

We recommend that all our Hardy Mum Plants, with the exception of the cushions, be pinched back not later than July 1. This simple operation consists of removing the soft tips of your plants, causing them to become bushy, thus producing many more flowers. Too late pinching might result in bud removal, so we suggest this be done not later than July 1.

WINTER COVERING

Strange as it seems to many, covering mum plants after the ground freezes is not done to keep them warm. Rather it is done to eliminate a freezing and thawing condition during the winter. While many of our varieties come through without covering, we recommend that they all be covered. Straw, hay, or old grass does a good job, but be sure you have at least 3 inches of cover! Remove in the spring when the ground thaws out.

GROUND CULTIVATION

Mums like a rather loose soil, so to get them to do their best, cultivate frequently. Cultivated soil retains moisture much better than hard packed soil. By cultivating often, watering can be lessened, and the plant response will be considerably increased. You cannot overdo cultivating Hardy Mums.

OUR NEW VARIETIES ARE LISTED

Sletwold's Hardy Mums

For spring delivery, we offer the following list of sure-to-bloom, greenhouse grown Hardy Chrysanthemum Plants grown in DEEP 2¼ INCH POTS.

The plants are shipped in individual plastic bags, at proper planting time. Perfect delivery is guaranteed. The plants are young and vigorous, free from insects and disease, and sure to please.

* Denotes Cushion Mums

WHITE

PRICES: Only 60¢ each except as noted.

Normal Blooming Date	Height In Inches
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* DAINTY

A very unusual early white cushion. Opens a delicate lavender that quickly fades to white. Listed by some as a lavender.

Aug. 24	18
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AVALANCHE

Fluffy 3-inch flowers of creamy white. Most popular white for cutting.

Sept. 4	22
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* NEW PAPER WHITE (New! 75¢ each.)

Very large pure white double flowers. Early, dwarf, and an excellent addition to our list.

Sept. 6	16
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* NANOOK

A dwarf compact mound completely smothered by creamy white flowers. An excellent cushion mum.

Sept. 14	14
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* MARTINS WHITE

Immense pure white, double incurved flowers. A very popular variety in our plantings.

Sept. 15	18
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PRAIRIE MOON (New! 75¢ each.)

Huge creamy white double flowers. Wonderful cut flower. No garden is complete without this one.

Sept. 16	24
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WHITE CLOUD

Large feathery double pure white flowers. Opens a faint pink but fades quickly. This plant in bloom is truly a WHITE CLOUD.

Sept. 28	26
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CHRISTOPHER COLUMBUS

A most outstanding double ivory white. Very wide petals. Luxuriant growth. Unexcelled for cutting. A must in every mum planting.

Oct. 5	26
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SEPARATELY ON INSIDE OF BACK COVER

* Denotes Cushion Mums

PINK

PRICES: Only 60¢ each except as noted.

Normal Blooming Date	Height In Inches
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* GLADNESS

Fully double clear China Rose Pink. Early, a very winter hardy plant and the earliest pink of quality.

Aug. 28	18
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PRINCESS (New! 75¢. each.)

Another grand addition to our list. Originated by the University of Minnesota. Flowers are krinkly old rose and gold.

Sept. 9	22
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PRELUDE

A real large early apricot pink. Very choice cut flower.

Sept. 10	30
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MURMURS

Double Amaranth buds bursting into a clear lilac. Early and fine for cutting.

Sept. 10	22
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* ADORABLE

Cheery coral pink fully double 4-inch flowers. Plant is completely covered with blooms! If you can plant only one mum, make it **Adorable**.

~~mum, make it Adorable.~~ Excellent cut flower.

Sept. 15	22
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* MINN PINK (New! 75¢ each.)

Rose pink cushion. A solid mound of flowers. The most spectacular pink cushion ever developed. Absolutely the best pink cushion to date.

Sept. 20	18
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MINNEHAHA (New! Price 75¢ ea.)

A rich salmon pink. Double. Somewhat darker than **Adorable**. A wonderful new variety from the University of Minnesota.

Sept. 20	22
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* EDNA ROWLEY

Light pink button flowers with garnet centers. Excellent cut flower and very prolific. Another fine addition to our list.

Sept. 26	24
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PATRICIA LEHMAN

Sparkling geranium pink with peach center. Re-curved and twisted petals give a fluffy feathered effect. Dandy for cutting.

Sept. 28	24
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PINK OPAL

Pale pearl rose overlayed with cream tints. Extremely delicate in color, and a refined 4-inch full flattened double flower. An aristocrat. Excellent for cutting.

Sept. 28	26
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OUR NEW VARIETIES ARE LISTED

*Denotes Cushion Mums

RED

PRICES: Only 60¢ each except as noted.

Normal Blooming Date	Height In Inches
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*VULCAN

Dark crimson flowers. Double. Very best early red cushion.

Sept. 5	16
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*RED ELF

Dwarf dark red flowered cushion. Excellent dark green foliage. Very useful in borders.

Sept. 9	14
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RED BIRD

This is our original maroon mum. Nothing has come along to replace it. Rich, live double maroon flowers on good stems for cutting.

Sept. 10	24
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EARLY CRIMSON

Nonfading. Very bright crimson flowers on a rigid upright plant. Unsurpassed for cutting.

Sept. 15	26
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APACHE (75¢ ea.)

Orient red to firecracker red. Brilliant 4-inch flowers with quilled petals. Outstanding. Flowers will last for 5 weeks. A very popular mum.

Sept. 15	22
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LESHARA

Husky, heavily branched plants with multitudes of mulberry red shading to soft red flowers. It is really a treat to see this in bloom.

Sept 15	24
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*ROUGE CUSHION

A far superior red cushion. Intense red flowers show a small bright yellow center when open. Our best red cushion.

Sept. 20	15
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*LIPSTICK

Dazzling. Fairly large double crimson flowers on a very compact plant. Dark green foliage.

Sept. 25	22
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BONFIRE

Brick red flowers on stiff stems. Very dark foliage. Outlasts them all as a cut flower. Double.

Oct. 1	22
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SEPARATELY ON INSIDE OF BACK COVER

* Denotes Cushion Mums

BRONZE

PRICES: Only 60¢ each except as noted.

Normal Blooming Date	Height In Inches
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* AUTUMN BEAUTY

A new brilliant sparkling reddish chestnut. An excellent bronze cushion. Early.

Sept. 4	15
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FLAMBOYANT (75¢ each.)

Very large rich reddish bronze double flowers borne on stiff individual stems. Our very best early bronze for cutting. We recommend it highly.

Sept. 5	20
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COMPANION

High quality fully double light golden bronze flowers. Excellent for cutting.

Sept. 15	24
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* GEO. LUXTON

Early 3½ inch soft bronze flowers that last for 5 weeks. The very best early light bronze. Good stems for cutting.

Sept. 12	18
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EARLY KATHLEEN

Early coppery bronze with form and color of Kathleen Lehman but 2 weeks earlier.

Sept. 14	26
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FOOTBALL BRONZE

Early large flowering incurved chocolate bronze. Great as a cut flower. Strong upright plant. Can be disbudded.

Sept. 15	26
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CROWNING GLORY

Magnificent new flower of Spanish orange overcast with coral center. Double. Straight, sturdy, upright plant. Wonderful cut flower.

Sept. 15	30
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PLAINSMAN

Deeply notched carnation flowered type. Double. High center flowers of deep rusty red shading to buff bronze. A good cut flower with very dark foliage. Entirely different—flowers can stand a freeze of 25 degrees.

Sept. 20	24
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HOLIDAY

Extra large bright golden bronze flowers with domed center. 4 to 6 flowers per cluster make it choice for cutting.

Sept. 25	24
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LADIES CHOICE

Four-inch ivory pink flowers with bronze overtone. Magnificent plant habit. Good cut flower. An entirely new color in mums.

Sept. 26	20
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MOHAVE GOLD (New! 75¢ each.)

Immense flowers of bright golden bronze. A favorite variety with flower show exhibitors.

Sept. 27	18
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OUR NEW VARIETIES ARE LISTED

* Denotes Cushion Mums

PURPLE

PRICES: Only 60¢ each except as noted.

* VIOLET

A rich deep violet. The very best early mum of its color. Full, double flowers and very good for cutting for a cushion mum.

CHIPPEWA

Bright Aster purple, slightly incurved. Very popular because of its earliness and brilliance. Has good cut flower value.

* JOAN HELEN

Sparkling purple with gaudy yellow centers. Our best purple cushion, and a beauty.

* PURPLE WATERS

A fine double deep purple. Plants are completely covered with blooms. A spectacular variety for color photos. A taller cushion.

MYRTLE WALGREEN

Rich Amaranth purple, shading to lilac silver with age. At maturity a clean clear mallow purple. Very similar to Chippewa, but later.

Normal Blooming Date	Height In Inches
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Aug. 26	20
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Sept. 4	24
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Sept. 10	18
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Sept. 15	24
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Sept. 28	24
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LAVENDER

Normal Blooming Date	Height In Inches
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* DR. L. E. LONGLEY

Our earliest mum. A solid mound of bright pink lavender. Flowers last til freeze up.

* WENONAH

Very early. Perky dark lavender. Greenhouse quality flowers, but rather short stiff stems. Long lasting flowers.

LAVENDER BUTTON

Soft lavender flowers with darker centers on sturdy stems. A prolific bloomer, and excellent for cutting.

MALINDA BROWN

A magnificent clear self lavender pink. Flowers globular, mounded at center. Petals strongly incurved. Good for cutting.

OLD LAVENDER

Large, massive lavender flowers on strong sturdy stems. Comes in excellent clusters. Wonderful cut flower. A bit late but comes through OK.

Aug. 20	20
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Aug. 24	18
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Sept. 15	28
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Sept. 28	24
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Oct. 1	30
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SEPARATELY ON INSIDE OF BACK COVER

YELLOW

PRICES: Only 60¢ each except as noted.

Normal Blooming Date	Height In Inches
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* GOLDEN MOUND

Multitudes of double golden yellow flowers, 2-inches across. Our best real early yellow cushion.

Sept. 1	18
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YELLOW AVALANCHE

Fluffy bright yellow flowers 3-inches across. Early. Stiff stems and unexcelled for cutting. A sport of white avalanche.

Sept. 4	22
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* EARLY GOLD

Very early cushion. Medium sized golden yellow double flowers completely cover the plant.

Sept. 4	18
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DELIGHT

Large solid double golden-yellow flowers. Early and fine for cutting, in fact, one of the earliest yellow for cutting. A large button pompom.

Sept. 7	26
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LEMON DROP

A solid, double, lemon yellow BUTTON Pom Pom. You like BUTTON MUMS, and this is it! Has slight greenish cast in center of bloom, enhancing its beauty.

Sept. 8	17
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JOHN MILBRATH

Sparkling solid double yellow flowers over 3 inches in diameter. A wonderful new early yellow for cutting.

Sept. 10	26
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GOLD BUTTON

Soft yellow flowers with a bright orange center completely cover the plant. A dandy new variety.

Sept. 10	22
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TONKA (New! 75¢ each.)

Very large deep yellow flowers. Double. Stiff stems and dark green foilage.

Sept. 10	20
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MURIEL RICE (Price 75¢ ea.)

Full double 4-inch flowers of light buttercup yellow aging to a deep cream. Outstanding! Try this with **Purple Waters**.

Sept. 25	22
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New Varieties...

FOR 1961

Each year we grow a number of the outstanding new Hardy Mum introductions, testing them for EARLINESS of bloom, FROST HARDINESS, and THEIR ABILITY TO SURVIVE OUR WINTERS.

This year we have 4 new breath-taking varieties to recommend. All are sensationally different, easy to grow, and well adapted to our prairie areas.

Bronze Giant: 5 inch flowers of soft bronze with the best stems for cutting you ever saw. Color deepens as the weather cools. Dozens of these magnificent flowers on a single plant. EARLY.

Cortis Rice: Soft butterscotch yellow. The full double flowers are 4-5 inches across. Straight, sturdy stems with excellent foliage. Rivals greenhouse grown mums for quality. EARLY and a very heavy producer.

Ruby Mound: Double, fluffy clear, deep Ruby flowers 3 inches across, that tend to quill as they age. Did not fade in the "white" heat of last August. A superior low growing, early cushion Mum.

Coral Mist: The very best of the medium size mums in our recent trials. Flowers of soft appealing Coral Pink are borne in dainty clusters on firm straight stems. Base branching, and a heavy producer. An outstanding cut flower variety. EARLY, but a few days later than the other 3 varieties.

Price of above **\$1.00** each

Bargain Collection of NEW VARIETIES

One each of Bronze Giant, Cortis Rice, Ruby Mound, and Coral Mist.

\$4.00 Value for only \$3.00 postpaid

Include all 4 of these brand new mums in your plantings this spring. You will be elated when fall comes.

A sure to please gift suggestion. For the NEW HOME OWNER or GARDENER FRIEND. A GIFT of all 4 of these beautiful Mums will be most acceptable. Take advantage of our Bargain Collection of New Varieties, and make someone really happy. Sent anywhere with your card enclosed for only \$3.00 postpaid.

Rainbow Mum Collections



Dazzling Colors! . . . Save you money too! . . . Made up of our very best EARLY BLOOMING VARIETIES.

CUSHION OR LOW GROWING VARIETIES. Best for borders and splashes of color. One each of red, bronze, yellow, white, purple, lavender and pink. Unlabeled.

A \$4.20 Value
All 7 plants for only
\$3.50 postpaid

CUT FLOWER AND DECORATIVE Varieties. Best for group plantings and cut flower arrangements. One each of red, bronze, yellow, white, purple, lavender and pink. Unlabeled.

A \$4.20 Value
All 7 plants for only
\$3.50 postpaid

COMMENTS BY . . .

H. L. Sletwold

New words are needed to describe the recent MUM introductions "Gorgeous", "outstanding", etc. fail to do the job.

Once Again: If bothered by GRASSHOPPERS try DIELDRIN. It is very effective.

A delay in bud setting last year was the result of the oppressive "White" heat during August, giving us a later than normal blooming season.

Can your GARDEN CLUB use some extra money? Have your Club secretary write us for information.

Here's a tip: Write Miss Dorothy P. Tuthill, 345 Melton Road, Rye, N. Y. and request information about the NATIONAL CHRYSANTHEMUM SOCIETY. A pleasant surprise awaits you. Do it today!

SLETWOLD GREENHOUSES

Vermillion, South Dakota

In the spring, in addition to our mum plants we offer a complete line of spring bedding plants. . . . Sorry, no mail orders.